

Market Analysis Market Share Report

Policy Type

Medicare Supplement

Company

Companies with premiums in South Dakota (State Data)

Group Code	Cocode	Company Name	State of Domicile	2019 Premiums	2019 Market Share	2018 Premiums	2018 Market Share	2017 Premiums	2017 Market Share
770	60128	Wellmark Of SD Inc	South Dakota	\$57,580,703	.35727	\$56,846,539	.37745	\$56,351,139	.39056
	95839	Avera Hlth Plans Inc	South Dakota	\$18,597,983	.1154	\$18,089,961	.12011	\$17,158,607	.11892
261	69868	United Of Omaha Life Ins Co	Nebraska	\$13,738,445	.08524	\$13,720,867	.0911	\$14,525,564	.10067
261	13100	Omaha Ins Co	Nebraska	\$13,184,714	.08181	\$9,534,834	.06331	\$5,150,325	.0357
707	79413	UnitedHealthcare Ins Co	Connecticut	\$12,759,094	.07917	\$12,196,528	.08098	\$11,501,242	.07971
1	12321	American Continental Ins Co	Tennessee	\$4,229,858	.02625	\$3,547,246	.02355	\$3,074,864	.02131
176	25178	State Farm Mut Auto Ins Co	Illinois	\$4,208,080	.02611	\$4,213,602	.02798	\$4,151,663	.02877
	56014	Thrivent Financial For Lutherans	Wisconsin	\$3,712,466	.02303	\$0	0	\$0	0
367	80578	Physicians Mut Ins Co	Nebraska	\$3,669,317	.02277	\$3,437,435	.02282	\$2,948,319	.02043
261	72850	United World Life Ins Co	Nebraska	\$3,471,290	.02154	\$3,873,959	.02572	\$4,464,380	.03094
1246	95683	Sanford Hlth Plan	South Dakota	\$2,975,588	.01846	\$2,929,544	.01945	\$2,276,937	.01578
261	71412	Mutual Of Omaha Ins Co	Nebraska	\$2,369,232	.0147	\$3,396,510	.02255	\$3,861,831	.02677
119	73288	Humana Ins Co	Wisconsin	\$2,114,411	.01312	\$2,158,230	.01433	\$2,263,739	.01569
473	19275	American Family Mut Ins Co SI	Wisconsin	\$1,369,079	.00849	\$1,458,371	.00968	\$1,551,469	.01075
901	67369	Cigna Hlth & Life Ins Co	Connecticut	\$1,239,026	.00769	\$827,976	.0055	\$138,221	.00096
4888	62952	Equitable Life & Cas Ins Co	Utah	\$1,064,550	.00661	\$1,138,171	.00756	\$1,233,691	.00855
3527	67679	American Republic Corp Ins Co	Iowa	\$1,019,733	.00633	\$1,020,396	.00678	\$999,887	.00693
836	70939	Gerber Life Ins Co	New York	\$1,012,907	.00628	\$1,145,571	.00761	\$1,330,005	.00922
	56499	Assured Life Assn	Colorado	\$950,127	.0059	\$0	0	\$0	0
901	65722	Loyal Amer Life Ins Co	Ohio	\$698,543	.00433	\$754,879	.00501	\$865,156	.006
901	88366	American Retirement Life Ins Co	Ohio	\$690,098	.00428	\$650,113	.00432	\$592,778	.00411

Group Code	Cocode	Company Name	State of Domicile	2019 Premiums	2019 Market Share	2018 Premiums	2018 Market Share	2017 Premiums	2017 Market Share
233	62065	Colonial Penn Life Ins Co	Pennsylvania	\$688,207	.00427	\$775,298	.00515	\$841,387	.00583
200	69663	USAA Life Ins Co	Texas	\$684,500	.00425	\$625,153	.00415	\$576,189	.00399
367	72125	Physicians Life Ins Co	Nebraska	\$573,959	.00356	\$546,212	.00363	\$571,599	.00396
4824	68802	Sentinel Security Life Ins Co	Utah	\$532,088	.0033	\$599,836	.00398	\$645,408	.00447
4616	57991	Everence Assn Inc	Indiana	\$525,737	.00326	\$0	0	\$0	0
3527	31119	Medico Ins Co	Iowa	\$519,623	.00322	\$605,596	.00402	\$702,594	.00487
290	92916	United Amer Ins Co	Nebraska	\$462,509	.00287	\$508,391	.00338	\$585,294	.00406
3527	79987	Medico Corp Life Ins Co	Iowa	\$436,797	.00271	\$475,356	.00316	\$464,027	.00322
626	62146	Combined Ins Co Of Amer	Illinois	\$367,065	.00228	\$380,327	.00253	\$381,471	.00264
4888	91785	Equitable Natl Life Ins Co Inc	Utah	\$347,976	.00216	\$96,088	.00064	\$358	0
215	68462	Reserve Natl Ins Co	Illinois	\$322,674	.002	\$331,211	.0022	\$339,090	.00235
520	67784	Philadelphia Amer Life Ins Co	Texas	\$314,809	.00195	\$68,888	.00046	\$7,922	.00005
3436	68543	Liberty Bankers Life Ins Co	Oklahoma	\$307,020	.0019	\$282,194	.00187	\$194,788	.00135
468	66281	Transamerica Premier Life Ins Co	Iowa	\$297,985	.00185	\$294,393	.00195	\$279,509	.00194
3527	60836	American Republic Ins Co	Iowa	\$295,823	.00184	\$320,952	.00213	\$344,759	.00239
233	70319	Washington Natl Ins Co	Indiana	\$295,613	.00183	\$304,878	.00202	\$348,918	.00242
	56383	Order of United Commercial	Ohio	\$291,565	.00181	\$0	0	\$0	0
468	86231	Transamerica Life Ins Co	Iowa	\$291,140	.00181	\$285,865	.0019	\$276,143	.00191
	71404	Continental Gen Ins Co	Texas	\$238,108	.00148	\$252,412	.00168	\$282,125	.00196
370	60380	American Family Life Assur Co of	Nebraska	\$194,935	.00121	\$234,500	.00156	\$275,589	.00191
	81779	Individual Assur Co Life Hlth & Acc	Oklahoma	\$191,023	.00119	\$239,885	.00159	\$270,750	.00188
332	61271	Principal Life Ins Co	Iowa	\$188,652	.00117	\$219,353	.00146	\$252,227	.00175
1117	65870	Manhattan Life Ins Co	New York	\$187,302	.00116	\$224,871	.00149	\$237,437	.00165
233	61263	Bankers Life & Cas Co	Illinois	\$175,286	.00109	\$214,474	.00142	\$202,975	.00141
587	61239	Bankers Fidelity Life Ins Co	Georgia	\$154,739	.00096	\$151,473	.00101	\$117,023	.00081

Group Code	Cocode	Company Name	State of Domicile	2019 Premiums	2019 Market Share	2018 Premiums	2018 Market Share	2017 Premiums	2017 Market Share
	69132	State Mut Ins Co	Georgia	\$153,038	.00095	\$203,211	.00135	\$143,023	.00099
574	76112	Oxford Life Ins Co	Arizona	\$127,527	.00079	\$140,346	.00093	\$151,496	.00105
4011	65536	Genworth Life & Ann Ins Co	Virginia	\$95,847	.00059	\$113,453	.00075	\$105,852	.00073
449	61999	Americo Fin Life & Ann Ins Co	Texas	\$91,201	.00057	\$89,022	.00059	\$48,938	.00034
4903	71390	Puritan Life Ins Co of Amer	Arizona	\$88,350	.00055	\$64,404	.00043	\$82,307	.00057
3891	91642	Forethought Life Ins Co	Indiana	\$78,993	.00049	\$93,219	.00062	\$112,889	.00078
690	61751	Central States H & L Co Of Omaha	Nebraska	\$69,454	.00043	\$100,546	.00067	\$118,867	.00082
1	90328	First Hlth Life & Hlth Ins Co	Texas	\$66,650	.00041	\$71,457	.00047	\$62,048	.00043
1117	63053	Family Life Ins Co	Texas	\$65,682	.00041	\$67,068	.00045	\$69,380	.00048
1117	85189	Western United Life Assur Co	Washington	\$63,593	.00039	\$16,626	.00011	\$153	0
1	68500	Continental Life Ins Co Brentwood	Tennessee	\$57,466	.00036	\$59,515	.0004	\$75,121	.00052
4888	89184	Sterling Investors Life Ins Co	Indiana	\$55,432	.00034	\$75,948	.0005	\$100,370	.0007
31	34274	Central States Ind Co Of Omaha	Nebraska	\$47,722	.0003	\$52,823	.00035	\$55,794	.00039
1295	80799	Celtic Ins Co	Illinois	\$45,225	.00028	\$51,209	.00034	\$54,086	.00037
19	70408	Union Security Ins Co	Kansas	\$42,324	.00026	\$386	0	\$0	0
408	86355	Standard Life & Accident Ins Co	Texas	\$37,396	.00023	\$36,740	.00024	\$46,496	.00032
4712	63967	Government Personnel Mut Life Ins	Texas	\$35,846	.00022	\$44,718	.0003	\$44,718	.00031
1	78700	Aetna Hlth & Life Ins Co	Connecticut	\$35,007	.00022	\$27,858	.00018	\$0	0
290	91472	Globe Life & Accident Ins Co	Nebraska	\$34,580	.00021	\$35,471	.00024	\$33,500	.00023
687	64211	Guarantee Trust Life Ins Co	Illinois	\$32,267	.0002	\$15,061	.0001	\$7,762	.00005
687	92703	United Natl Life Ins Co Of Amer	Illinois	\$28,029	.00017	\$26,900	.00018	\$28,510	.0002
4736	62359	Nassau Life Ins Co of TX	Texas	\$26,927	.00017	\$59,186	.00039	\$74,675	.00052
	65927	Lincoln Heritage Life Ins Co	Illinois	\$26,184	.00016	\$25,823	.00017	\$24,876	.00017
707	62286	Golden Rule Ins Co	Indiana	\$26,179	.00016	\$36,225	.00024	\$42,761	.0003
826	66915	New York Life Ins Co	New York	\$25,651	.00016	\$28,205	.00019	\$35,360	.00025

Group Code	Cocode	Company Name	State of Domicile	2019 Premiums	2019 Market Share	2018 Premiums	2018 Market Share	2017 Premiums	2017 Market Share
4926	88072	Talcott Resolution Life Ins Co	Connecticut	\$25,107	.00016	\$27,813	.00018	\$32,973	.00023
4736	68284	Nassau Life Ins Co of KS	Kansas	\$23,887	.00015	\$23,471	.00016	\$23,064	.00016
	57657	Royal Neighbors Of Amer	Illinois	\$19,061	.00012	\$0	0	\$0	0
	57053	Catholic United Financial	Minnesota	\$18,340	.00011	\$0	0	\$0	0
449	90212	Great Southern Life Ins Co	Texas	\$14,685	.00009	\$0	0	\$0	0
901	61727	Cigna Natl Hlth Ins Co	Ohio	\$12,544	.00008	\$12,114	.00008	\$18,594	.00013
	66214	Heartland Natl Life Ins Co	Indiana	\$12,095	.00008	\$0	0	\$0	0
918	65056	Jackson Natl Life Ins Co	Michigan	\$10,676	.00007	\$10,531	.00007	\$11,569	.00008
4928	82538	National Hlth Ins Co	Texas	\$7,751	.00005	\$1,457	.00001	\$1,453	.00001
	71706	Standard Life & Cas Ins Co	Utah	\$5,494	.00003	\$4,957	.00003	\$4,479	.00003
4213	65900	Wilco Life Ins Co	Indiana	\$5,037	.00003	\$4,926	.00003	\$27,691	.00019
1211	66583	National Guardian Life Ins Co	Wisconsin	\$4,253	.00003	\$205	0	\$0	0
477	61700	Renaissance Life & Hlth Ins Co of	Indiana	\$2,740	.00002	\$1,974	.00001	\$254	0
408	71773	American Natl Life Ins Co Of TX	Texas	\$2,436	.00002	\$0	0	\$0	0
	11121	Unified Life Ins Co	Texas	\$2,372	.00001	\$2,342	.00002	\$2,272	.00002
69	20796	21st Century Premier Ins Co	Pennsylvania	\$1,735	.00001	\$1,677	.00001	\$1,893	.00001
181	73504	Lumico Life Ins Co	Missouri	\$1,525	.00001	\$0	0	\$0	0
1117	61883	ManhattanLife Assur Co of Amer	Arkansas	\$0	0	\$0	0	\$1,977	.00001
3527	65641	Medico Life & Hlth Ins Co	Iowa	\$0	0	\$1,693	.00001	\$1,693	.00001